



NEIGHBORHOOD STRATEGY

## Excelsior Outer Mission Neighborhood Strategy

### Youth Focused Conversation Notes

July 24th, 2018 7:00pm to 9:00pm

Excelsior Works!

#### INTRO/Ice Breaker

Types of merchants:

- Bakeries
- Bars
- Dim sum shop
- Gift shop

#### MOBILITY

- Too many loading zones
- If you want to encourage people to come, you need to redo the parking situation
- Driving is not convenient, many break ins, many people forced to park in the residential areas
- 4 people drive to area
- 1 takes bus or walks
- The bus is OK, but not clean (same for bus stops)
- Harrington has a parking lot, but there are many homeless and filled with trash (illegal dumping)
  - Currently has a camera but people dump anyway
  - Homeless at the parking lot are impacting business; try to call the police but they don't do much
  - 99cents store and Harrington
- I don't take the bus, but I know that generally it is OK
  - But the streets in this neighborhood and Mission street are not clean—people dump things everywhere in front of our business
  - We often have homeless sleeping in front of our business
  - We've had people break our class
- My business is near the bus stop and I have to sweep the trash in front of my business everyday
  - The city should pay me for cleaning all the trash from people at the bus stop
  - It's not fair when I have to clean the gum off the sidewalk just because there are more when it's from a busy bus stop
- Look at Singapore, they don't allow chewing gum

## PUBLIC REALM

- It seems prettier lately, these past couple of years
- Needs more greenery, but seems like the street isn't wide enough
  - How can we attract people when there is not a speck of green in the area?
- It seems like there isn't much greenery
- Plant more trees along the sidewalk, grass
  - City should pay to plant more trees and beautify the sidewalk to encourage people to walk
  - Is there even space to plant grass? The City can figure out a way
- Hope to add more features on the sidewalk that would make it more enjoyable to walk: trees, plants, benches, etc.
- It should be like Portsmouth Square, but the disadvantage of that playground is the homeless
- There is currently nothing that would encourage me or people to walk

## BUSINESS AND SERVICE PROVIDERS

- Not many business options for Chinese people—dim sum, restaurants
- I don't really consider this a business/commercial corridor; many storefronts are vacant
  - How do you attract more businesses to come and develop? Why is it developing more in Mission?
  - I've been here for 11 years and still waiting for development
  - I know you are trying to stabilize existing businesses, but you need to think about how to attract new and bigger businesses to bring customers to the neighborhood
  - Places like Peet's can help bring customers in
  - Younger customers are not excited about coming to the Excelsior; they don't say that Excelsior is the place to go
- New residents of the neighborhood won't support us; they take Uber to go to businesses towards downtown
  - We have nothing to attract them because existing businesses are too old
  - We don't have a nice coffee shop like Peet's; people say that we don't welcome them, but I actually do
  - We don't have many Chinese restaurants
- If you add other types of restaurants, you are more likely to attract the younger and newer residents; the entire right now is street
- All the old residents have moved away
- It doesn't have to be a big name business, even something smaller like Peet's would work; take Ocean for an example with all the newer, smaller businesses
  - We shouldn't be afraid of new businesses coming in and competing, that would be good for us

- Attract new businesses to the neighborhood to attract the newer residents of the neighborhood who currently travel elsewhere for bars
- Safeway's products are not the best; we should get fresher produce
- My business is getting worse
- This neighborhood has less "hot" and new businesses
  - Newer businesses tend to attract younger customers, but we don't have new businesses here
- People tend to go to downtown and Richmond for their brunch, but why not the shop just next door?
- CHANGE OF USE takes too long on the Planning side
  - I understand if it's about an alcoholic license, but a small bakery or café shouldn't take so long; we should find ways to expedite the process
- If you're starting a business from new and waiting for the permit to go through, you're waiting and paying during that entire period
- I'm hoping for the Safeway to develop into a mall, like Stonestown; maybe even a dim sum restaurant or small dim sum shop
  - Maybe even a Trader Joes or Whole Foods to attract customers to the neighborhood
  - From another shop owner: a big dim sum restaurant won't work; it's too expensive, unless it's very popular and can attract people from everywhere
    - I don't know anyone who would have enough courage to open up such a big restaurant
- I feel that a smaller, local coffee shop is better than Peet's or Starbucks
- Or we should have a GOOD nightclub; we need businesses for all times of day
- Parking is difficult in the neighborhood, which affects our businesses
  - New buildings should have underground or above ground public parking, whether or not the new construction is private or not would not matter
    - Ie. New construction/developments should provide public parking
  - Ocean Avenue is different because a lot of the residents in the neighborhood will go to their local businesses
- The city needs to attract businesses and customers
  - Our business is very quiet right now and we can't attract new residents to come
  - Our neighborhood used to be more blue collar, but now it's more transplants with office jobs
- Time is very precious for many people; parking takes up so much time; on Ocean Avenue, it's easier to find parking, even on the side streets
  - I don't even drive here; I'd rather leave the parking spots for customers
  - Some people just leave after circling for a while and not being able to find parking
  - I also agree that we need to attract nicer businesses here to attract more and new customers to our shops; take Banana Republic, for example (a bit higher class)
- Too many storefronts are not being rented out, they are just sitting vacant; we need to find out why—why aren't they selling? Why aren't they renting out?

- If in this neighborhood, you are only allowed to do businesses on the corridor but landlords are holding on to vacant spots, how are you supposed to open a business?
  - If I don't see any places being rented out, then I would go to another neighborhood/corridor to open my business
- I hope our neighborhood can improve; the neighborhood is so slow
  - I used to want to open a red wine bar, but people in this neighborhood wouldn't let me; they said that I was inviting bad people into the neighborhood that would impact other businesses; this is why I wanted the Supervisor to come tonight
- Mission/Valencia/16<sup>th</sup> is bustling with businesses, even my sons go there; we need to be able to attract these customers
- Sunday Streets does nothing for our business; but if you look at the same event on Clement it would be completely full
- Attract bigger businesses so that newer customers will come to our businesses and also attract customers from within the neighborhood (new residents)

## LAND USE AND HOUSING

- Build taller!
- San Francisco has not changed in the past 50 years, this neighborhood has stayed completely the same
- Build a place with many types of places in one: coffee, groceries, restaurant...
- Build more housing and places for businesses
  - Can there be a partnership with developers to add parking on new developments?
- Build public parking, even if it's paid parking for the public would work
- A small mall would solve this issue since it has everything, people wouldn't need to travel from place to place; take the Potrero Shopping Center, for example
  - If there's not enough space, then build up; the US has a problem where people don't like to build up
- We need to allow building UP to accommodate more housing
- Rent control:
  - We should have control, but it shouldn't control so much that it negatively affects homeowners/landlords
  - People shouldn't be allowed to live in a rent controlled place continuously if they have the means to live elsewhere more expensive; this is taking advantage of rent control
    - Tenants are given money from landlord in order to move out and they use this as down payment for homes that they can already afford; this isn't right
  - We shouldn't only support the tenants
  - Even to have our own kids move back in requires that we pay the tenants
  - The city has placed a problem from society as a burden on homeowners
  - In a city where tenants are the majority, homeowners will not win

- We don't have enough people coming out to speak their voices and protest when it seems like something is wrong

**Misc.**